

Display Systems and Markets

Specialty Monitor Market Tracker

By Rhoda Alexander, Director

Forecast**Frequency, Time Period**

- 6-year annual
- 1-year historical
- Current year
- 4-year forecast

Measures

- Annual sales by units
- Price
- Revenue

Regions, Markets

- Americas
- EMEA
- Japan
- Asia-Pacific

Detail Level

- Air-traffic control
- Broadcast
- CAD/CAM/CAE
- Film production
- Graphics
- Medical

Technologies Covered

- LCD

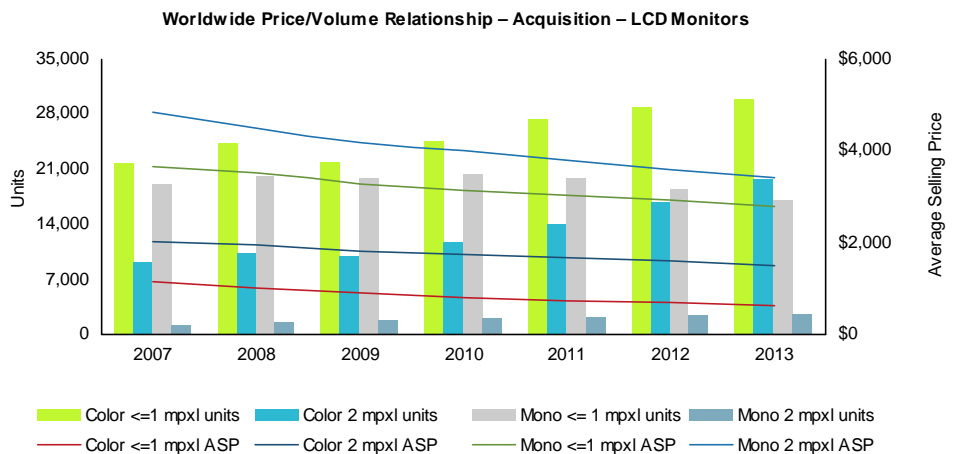
Applications and Products Covered

- LCD monitors
 - 15 to >30-inches
 - Air-traffic control
 - Broadcast
 - CAD/CAM/CAE
 - Film production
 - Graphics
 - Medical
- The medical market is segmented into 6 sub-categories:
 - Acquisition
 - Diagnostic (PACS)
 - Referral (PACS)
 - Endoscopy
 - Surgical
 - Ultrasound

In the ultra-competitive market for monitors, specialized applications like health care and air-traffic control offer unusual opportunities for growth and profitability. Understanding the unique requirements and user expectations in these segments is essential. Whether your company sells components, designs specialized displays, or installs the systems used in mission-critical environments, market intelligence from iSuppli can help.

The Specialty Monitor Market Tracker provides a clear view into the world of high-performance monitors. This comprehensive analysis covers applications in air-traffic control, broadcast, CAD/CAM/CAE, film production, graphics and medical, with detailed breakouts for size, region, pixel density, price and revenue. The database also includes an extended forecast for long-range strategic and financial planning.

Rhoda Alexander has been tracking the monitor industry for more than twenty years and is one of the most recognized analysts in the field. You will find her perspectives on specialty monitors to be both relevant and insightful.

**Key Issues Addressed:**

- How big are the specialty monitor markets now and where are they going?
- Which firms are successful in these markets? What elements contribute to their success?
- What is the pricing structure for specialty monitors and how is it likely to change over time?
- What are the key supply chain issues?
- Is there room in these markets for new participants? How will new players impact the established participants?

Applicable To:

- Monitor manufacturers / Medical display and equipment vendors
 - Commodity
 - Procurement
 - Marketing
 - Sales
- Panel, component, and LCD manufacturers / Graphic card providers
 - Sales
 - Engineering
 - Strategic development
- EMS/ODM manufacturers
- Investors

Lead Analyst

Rhoda Alexander, Director

Rhoda Alexander has been covering the displays industry for more than 20 years. She is widely regarded as being the leading, independent analyst for desktop and specialty monitors, and her clients include virtually every major company in the monitor value chain.

Rhoda's research is comprehensive, encompassing global supply, demand, inventories, and pricing for monitor panels and systems. She tracks ODM/OEM system assembly, distribution channels and end-markets, and she continually analyzes the strategies and local marketing tactics of all leading monitor brands. She also assesses display and interface technologies to determine future adoption and penetration rates.

Rhoda's coverage extends beyond volume desktop and workstation monitors into the highly specialized markets for medical, film, broadcast, and air-traffic control. She frequently provides strategic guidance to companies wishing to enter or expand their positions in these unique market segments.

Rhoda has designed and managed a number of large-scale research projects. These span a diverse range, from support for tactical supply base management to long-range projections of monitor demand in established and emerging markets.

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Worldwide Flat Panel Monitor Consumption – Referral (PACS),

Worldwide Price/Volume Relationship – Diagnostic (PACS) Grayscale LCD Monitors

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Leading Grayscale Monitor Branded Vendors – Diagnostic (PACS)

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